

# ROVER AND ALVIS NEWS



Vol. 8 No. 8 FEBRUARY 1970



A BRITISH LEYLAND NEWSPAPER



As we enter the 1970's it is an appropriate time to review the last decade and look forward to the part that Rover and Alvis have to play within British Leyland. Mr. A. B. Smith, Managing Director of the Rover Company and a Director of Alvis, outlines here our aims and chances in the years ahead.



## INTO THE 70's

**T**HIS is the first issue of the *Rover and Alvis News* in the 1970's. It is a good opportunity to review the progress of our Companies and to explain to you what we aim to do over the years ahead.

The past ten years have involved all of us, and our families, in challenging and important changes which have affected every aspect of our lives, at home, and at work. Indeed, so fast has science and technology developed, so many are the possibilities at our disposal, that what we can now do, is limited by how fast we can decide what we want to do. Furthermore, it is a sign of the times that any idea or method which is more than three years old is probably already obsolete.

Our Companies, too, have been through a period of dramatic change in product, size, locations and, not least, organisation. We entered the 60's with a tradition for high-grade workmanship and quality products, but hampered by the lack of finance necessary to further develop our resources to meet increased competition. Now, as partners in British Leyland, we look forward to continued development and growth in the 70's with confidence.

However, size and weight are not enough alone to secure the future. The expansion and development of the Company, the increasing complexity of our products and processes, will require first class technical equipment, modern tools, techniques, and well planned processes. But, in addition, it is even more vital that we work together as skilful people who understand what we are aiming to do, and how it can be done, able to adapt to changes quickly and get a genuine sense of satisfaction from the results and rewards.

### RELIABILITY

In all areas of design and development, there is an increasing degree of complication, sophistication and refinement, but we must never lose sight of the prime importance of reliability in our product range. Reliability must be the keynote of all that we do from drawing board through Machine shops to final assembly and through good distribution to our customers. Another most important aspect is the adequate provision of spare parts to service our vehicles

on a world-wide basis. Management are giving overall priority to this matter to match the growth of our vehicle output and wherever you may be involved, please do your part to ensure that our world-wide distribution has the spares availability that it requires.

### HIGH MORALE

People at work in industry need high morale to give of their best. High morale and a sense of direction for every employee will be one of our aims in the 1970's. We shall use the *Rover and Alvis News* as one way to keep you in touch with developments.

What are the conditions for our progress in the next ten years?

The first essential is success in business—because without a basic prosperity, all our other aims will fail. Our Companies make a very important contribution to the economic well-being of the local and national community, and particularly in the export markets, by producing and selling vehicles in which we can all take pride. The crucial factor in the success of Rover and Alvis will be our response to customers in terms of delivery, quality, cost and service. In these matters our performance should be outstanding and must be better than of our competitors.

At the end of the day, we must be profitable to permit the continuation and further development of our resources to meet the aspirations of those who depend on the Company for employment, products, or return on investment.

It will be an essential task of management to recognise the special and varying interests of

customers, employees, shareholders, the community, and suppliers, and to make sure that these interests are understood and, as far as possible, satisfied. We shall try to create those conditions and circumstances in which each of these groups, and the individuals within them, feel that their own interests and those of the Company are not in conflict, and are mutually served by the success of the Company.

In the 70's we shall aim for positive employment policies which will try to ensure that you feel your work is creative and carried on in an atmosphere of good relationships. I believe that in Rover and Alvis we have people who possess all the skill and potential necessary for success, who accept responsibility, and make an outstanding contribution, given an understanding of our overall aims and their part in them. With this in mind, we shall give increasing attention and recognition to individual abilities and aspirations.

### WORLD LEADERS

We have always led the world in our particular part of the motor industry and during the early 70's we have many new, perhaps revolutionary, ideas which will become reality. There is little sign of any falling demand for our existing range of cars, Land-Rovers, and military vehicles and it is vital that we continue this full production until our new products come along. The motor industry, in particular, is very sensitive to fluctuations in the economic climate and it is not the least of our achievements, and to the credit of all concerned, that our products have stood this test so well.

By becoming part of British Leyland we have the advantage of a strong financial foundation and a vast overseas selling network. In return for these advantages our role will be to make a significant contribution to the success of the whole Corporation. Our immediate task is to take advantage of the sales now available and to maintain output at the highest level.

## 500,000 LAND-ROVERS SENT OVERSEAS

**A**FTER a record breaking year in which Rover built and exported more Land-Rovers than in any previous year, a further milestone in the history of the Company was marked on Tuesday, 20th January, 1970 when the 500,000th export Land-Rover came off the assembly line at the Company's Solihull plant.

The vehicle, a white-painted 109 in. Station Wagon, has been ordered by The Save the Children Fund which celebrated its 50th anniversary last year, and its final destination will be South Vietnam where it will be used for carrying refugees Vietnamese children to a recuperation centre run by the Fund.

The Fund, formed in 1919, already has Land-Rovers operating in many parts of the world assisting medical, nursing, welfare

and educational teams in particularly needy areas.

The Land-Rover is one of Britain's chief export winners and in its 21 years of life it has earned for this country more than £350 million in foreign exchange.

The half million sold overseas represent almost 75% of total production. Currently more than 80% of all Land-Rovers produced

are going to export.

During 1969—the 21st year of Land-Rover production—output to meet a boom demand from all over the world was the highest in the vehicle's history. In this period a total of 50,859 units were produced—nearly 10% up on the figure for 1968—of which a record 40,289 units, representing 80% of production, were exported—an increase of nearly 13% on the previous year.



**C**HOSSEN to drive the half-millionth Export Land-Rover off the Final line was Mr. Bernard Middleton, aged 58, of Victor Road, Solihull. Mr. Middleton who joined the Company in 1945, is the longest serving employee on the Land-Rover Final lines, having

worked there since production started in 1948.

In the picture taken immediately after the vehicle left the line Mr. Middleton is seen between Sir George Farmer, Chairman of the Rover Company, on his right, and Mr. A. B. Smith, Managing Director,

on his left. Also seen in the group is Mr. B. G. L. Jackman, Director and General Manager, Mr. J. K. S. Carpenter, Sales Director, Mr. J. S. Lawrence, Land-Rover Production Manager and Mr. T. A. Barton, Chief Engineer (Land-Rover).

Lord Stokes, the Chairman of British Leyland, said in his maiden speech to the House of Lords: "We suffer in this country from a legacy of 'we' and 'them' which is a hangover of Victorian paternalism and prejudice. The memories are sometimes too long and the minds of many of us stretch backwards instead of looking forward. The next few years will see great changes in the relationships between the work force in this country, the unions, and management. This means a positive approach from management, unions and the Government."

### SECOND TO NONE

No-one will imagine that the next 10 years will be easy, but I have tried to show that we have the strength of the Corporation, products of world-wide reputation, a high market potential and, not least, people whose capability to manage, design, produce and sell is second-to-none.

When we come to 1980 I am confident that we shall look back on the 70's as a period full of satisfaction, achievement and reward for everyone connected with our two great Companies.

### SUPPLEMENT WITH THIS EDITION

**R**EPORTING a 12% increase in profit before tax, and higher sales—up by 7% overall and by 17% overseas—Lord Stokes, Chairman of British Leyland, in his statement to shareholders on the results of the 1968-69 financial year, says it was a creditable achievement in the face of a severe restriction in the more profitable domestic market.

Profits before tax were up to £40.4 million from £37.9 million in the previous financial year—the latter figure including a non-recurring £1.8 million due to devaluation. Total Sales were £970 million compared with £907 million. Overseas sales had risen to a record £476 million from £406 million. Vehicles sold totalled 1,083,000 against 1,050,000 for 1967-68.

Commenting on the results for the first three months of the current financial year, Lord Stokes says they "compare unfavourably with the corresponding period last year, due almost entirely to labour troubles and the credit squeeze which has drastically restricted domestic demand."

"As Britain's major exporting industry we would appear to receive because of our very success less enthusiastic and practical support than our true worth to the nation seems to justify."

"There is a danger of our being strangled on our own doorstep in the short term interest of the national economy in a way which may well dissipate long term efforts to provide prosperity for the nation."

On industrial relations Lord Stokes says British Leyland had made arrangements to strengthen considerably its personnel and industrial relations team and has been instrumental in setting up a joint council for the motor industry of which he was joint chairman.

Lord Stokes, whose statement to shareholders is printed in full in a four-page special supplement issued with all works newspapers, adds "We have a great inheritance of skill and expertise amongst all who work with us which should auger well for the future."

# ROVER'S GLAMOROUS MODELS AT THE BRUSSELS MOTOR SHOW

At the Brussels Motor Show in January, the Rover Company had the welcome help of models Ellen and Mies in decorating their stand. The Brussels show, the first major motor show of 1970, was marked by Rover with a display of the complete range of Rover cars.



WHAT  
A  
PRIZE!

SIX 'Go Anywhere, Do Anything' Land-Rover Carawagons have been offered as Prizes in HUSH PUPPIES competition. The Land-Rover Carawagons have been displayed at Shoe Stores round the country and the first one, seen in the picture, was on display in the foyer of Lilley and Skinner's Shoe Store in Oxford Street, London. Carawagon International's Alan Harrap is seen handing over the vehicle to John Clarke, Marketing Executive of B.S.C. (Footwear) Ltd., and Gordon Edwards, Store Manager.



## KEEPING LONDON'S RESERVOIRS IN TRIM

FITTED with elevating roofs, cookers, washing facilities and heated clothes lockers, two Land-Rovers equipped by Carawagon Ltd., have recently been delivered to London's Metropolitan Water Board.

The Land-Rovers, costing more than £2,000 each, are for use by the men who maintain the grassed areas of London's covered reservoirs. Before this step in the mechanisation of the reservoir maintenance teams, gangs of men with rip hooks, motor scythes, rakes and pitchforks,

moved to each reservoir in turn, setting up a temporary base and by this method reservoirs could be cut about twice per year.

By equipping specially-trained two-man teams with Carawagons and low loaded trailers, carrying a knapsack spray for cutting round ventilators, step lines and shrubs on banks, and a pedestrian flail and mini tractor for the less restricted banks and flat areas, the men can maintain the reservoir grass on a regular 'bus route' cycle up to five times per year.



## But at the Royal Smithfield Show The Land-Rover attracts the Farmers

THE Rover Company exhibited three Land-Rovers fitted with agricultural accessories and equipment, specially designed for use with the vehicle, at the Royal Smithfield Show, 8th-12th December.

Now in its 22nd year of production, the Land-Rover is no stranger to the Royal Smithfield and Rover exhibits once again attracted a considerable amount of interest, particularly from the many farmers who annually visit the Show.

A feature of one of the Land-Rovers on display was the protective wire guards fitted to the front headlamps and side and rear lamps. These are designed to prevent damage being caused to the lamps in the event of a vehicle hitting obstacles while working on farm land and to protect particularly the rear lights which can be damaged by cattle rubbing against the vehicle.

Since its introduction in 1948 the Land-Rover has become the accepted form of transport with farmers and agricultural undertakings not only in this country, but all over the world, and there is available for fitting to the vehicle an extensive range of optional equipment suitable for all types of operation on farms and building sites, in forestry work and in a host of other spheres in which the Land-Rover plays such a prominent role.

A total of nearly 658,000 Land-Rovers have been built since the model was introduced, 75% of which have been exported, and during the Company's last financial year, production reached an all time record of 50,561 to meet a boom demand from all over the world. This showed a 13% increase on the 1967/68 year.

Of the total output in the last 12 months, a record 40,424 units were exported—a rise of 20% on the previous year.

Although exports are currently taking priority, Rover is keenly aware of the demand for Land-Rovers in the home market and plans are in hand to increase Land-Rover capacity early in the New Year.

Currently the Land-Rover production lines are at peak output of well over 1,000 units a week to cope with the full order books.

## Deutsche Rover have a party



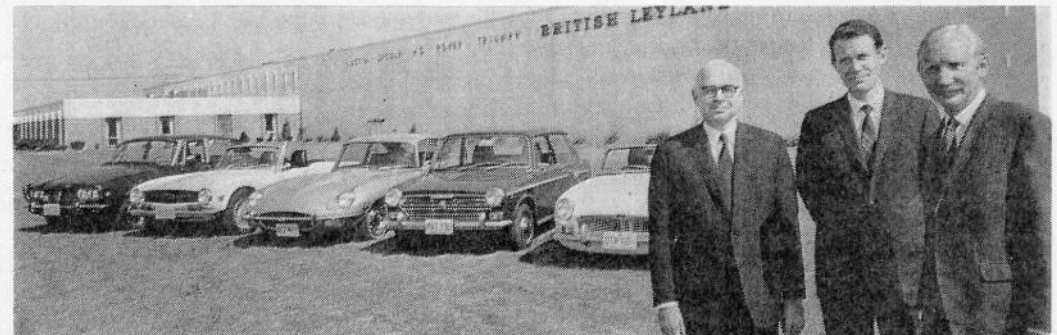
IN December, Deutsche Rover G.m.b.H., our subsidiary company in Germany, held a Staff Dinner Party. In the picture Mr. R. Richter (left) Deutsche Rover General Manager, is seen welcoming the guest of honour Mr. J. K. S. Carpenter, Rover's Sales Director.

## Touring à la Land-Rover for 'Sooty'?

HARRY CORBETT, this time without his famous glove puppet 'Sooty', visited the Solihull factory recently. Pictured with R. I. Hollick Home Sales (centre) and J. A. Baines, Technical Sales (right), Mr. Corbett showed interest in a Twelve-seater Station Wagon which he hopes to use to tow a caravan during his theatrical tours.



## ROVERS CONTRIBUTE TO SUCCESS IN USA



FROM Leonia, New Jersey, comes an encouraging report from British Leyland Motors Inc. marking its first anniversary of its U.S. operation with an announcement that retail sales of Austin, Jaguar, MG, Rover and Triumph cars were up 16% for the first nine months of 1969 over the same period in 1968.

Total sales for the firm's first full year of operation were reported at 68,096, an 18% increase over the year previous when the five makes were sold independently.

British Leyland Motors Inc. accounts for about 70% of all British car sales in the U.S.A.

British Leyland Motors Inc. president Graham W. Whitehead (right) and his sales vice-presidents are pictured in front of their Leonia N.J. headquarters on the firm's first birthday. At left is J. Bruce McWilliams who heads sales for Rover and Triumph. In the centre is Michael H. Dale, sales vice-president for the Austin, Jaguar and MG lines.

## ENGLAND'S WORLD CUP MANAGER SELECTS ROVER



SIR Alf Ramsey, the Football Knight, and manager of England's World Cup team is all smiles as he takes delivery of his new Rover. As previously reported in the Rover and Alvis News, the Football Association, current holders of the Football World Cup, is officially sponsoring British Leyland's team in the London to Mexico World Cup Rally. Interest in England's football fortune in the World Cup competition and in British Leyland's fortune in the rally will be shared by many.

## LAND-ROVER ATTACKED BY BULL ELEPHANT

From the Rhodesian Herald,  
18th December, 1969

POLICE patrolling in a Land-Rover near Bumi, Kariba, in December were attacked by a bull elephant.

They reversed the Land-Rover about 300 yards along the narrow track until stopped by a tree. The elephant charged after the vehicle and the three policemen and a messenger from the Department of Internal Affairs jumped out and ran into the bush.

While the men watched "from some distance", the elephant rolled the Land-Rover over and poked his tusks through the bodywork in several places.

"Then he presumed the Land-Rover to be dead and ambled off," said the police.

Unfortunately we are unable to supply a picture, but the one we have seen shows the Land-Rover tattered and torn, lying on its side, certainly 'hors de combat'.

## British Leyland Initiative in Management Education

SENIOR members of British Leyland's training management met the heads of the polytechnics and colleges of technology located in British Leyland's main manufacturing areas on 27th January in a conference held at British Leyland's Central Training Department at Tyburn Road, Birmingham.

The aim of the conference was to discuss the ways in which the colleges can supplement and complement British Leyland's own training activities, particularly in the field of management and professional studies.

Principals and heads of management and business studies departments attended from three polytechnics-designate (Coventry, Lanchester, Oxford and Birmingham) and from two colleges of technology (Slough and St. Helens). Representatives of the

Department of Education and Science and local education authorities were also present.

Mr. Neville Patterson, British Leyland Central Training manager, who presided, said:

"The British Institute of Management's report published recently stressed two beliefs which are fundamental to British Leyland's Management Training Policy. First that training is likely to be most successful when closely linked to the job, and secondly that in the Corporation's use of external education resources the best results will come through close collaboration on specific practical subjects between ourselves and the outside bodies. This conference is a major step in the fulfilment of this policy and I hope it will become a regular future event on our calendar."

### "The Man Who Haunted Himself"



A recent photograph taken of Roger Moore (The Saint) entering a 3½ Litre Rover as the camera team take shots for the new film "The man who haunted himself."

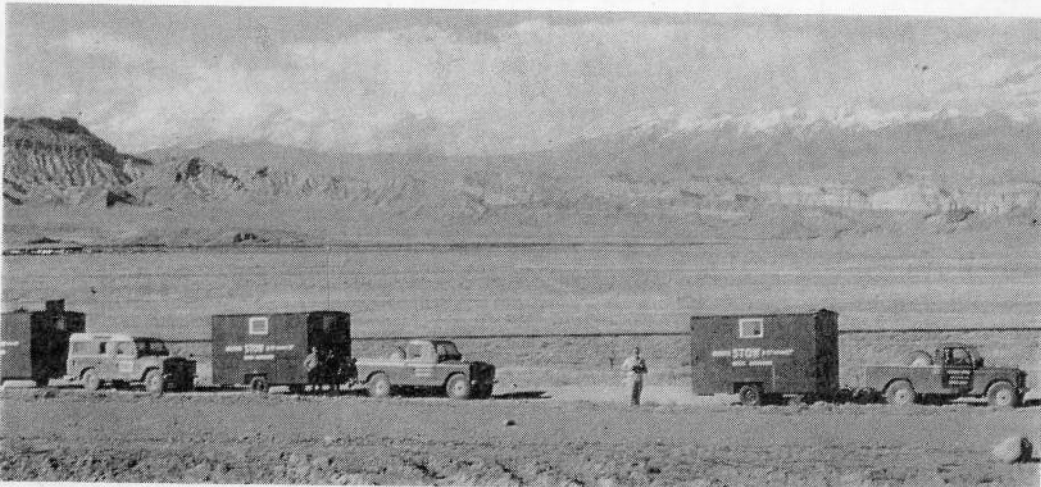
## Great towing by Land-Rovers

LAST year nine Clifton mobile accommodation units left Clifton's St. Albans works for destinations in Iran.

Their 5000 mile journey took them across to Germany by sea and then by rail through Russia to the Iranian border, the last 1000 miles to Teheran being completed by road towed by Land-Rovers.

The units were specified by George Stow & Co. (Overseas) Ltd., the specialist water engineering firm who are undertaking water drilling operations in Iran for the local copper-mining industry, and will serve as a complete mobile headquarters for the engineering staff engaged on the contract.

Some idea of the rough terrain encountered in the operations can be gauged from the picture. In spite of this, reports from Iran say that the mobiles arrived in first class condition after their long tow and are proving extremely satisfactory in their camp role.



The convoy of Clifton mobile units with their Land-Rovers leaving DJULFA, on the borders of Russia and Iran, for the last stage of 1000 miles in their 5000 mile journey from St. Albans to Teheran.

## British Leyland Motor Corporation Limited

### PRELIMINARY RESULTS FINANCIAL YEAR ENDED 30 SEPTEMBER 1969

The Directors of British Leyland Motor Corporation Limited approved the following statement of the preliminary results of the Corporation for the financial year ended 30 September, 1969 at a meeting held in London on Thursday, 8 January, 1970.

(Figures in £000)	Year ended 30 Sept 1969	Period ended 30 Sept 1968 (see note)
PROFIT BEFORE TAX	40,418	37,946
Taxation	19,650	17,612
PROFIT AFTER TAX	20,768	20,334
Minority interests in subsidiaries	1,281	1,141
PROFIT AFTER TAX ATTRIBUTABLE TO SHAREHOLDERS	19,487	19,193
SALES	970,056	907,000
Profit Before Tax is after		
crediting investment income and	760	1,125
charging depreciation	26,477	26,542
amortisation	13,458	14,237
interest payable less receivable	5,327	7,564

NOTE: The figures for the previous period ended 30 September, 1968 cover fourteen months trading of British Motor Holdings and twelve months of the Leyland Motor Corporation, except in the case of Sales which are the twelve months figures for both companies. The effect on profits of including the two extra months for BMH was however negligible as they covered the holiday period. Profit before tax in the period ended 30 September, 1968 included a non-recurring realised gain of £1.788 million on currency as a result of devaluation of sterling.

The Directors recommended a final dividend of 4.35d per share for the year ended 30 September, 1969 payable less tax on 31 March, 1970 to holders of Ordinary Shares on the register at 19 February, 1970, which together with the interim dividend of 2.25d per share already paid makes 6.6d per share for the year or a rate of 11% (1968 11%).

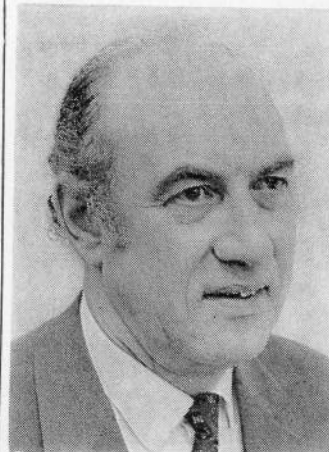
#### CURRENT YEAR

The results for the first three months of the current year compare unfavourably with the corresponding period last year, due almost entirely to labour troubles and the credit squeeze. Assuming a measure of production reasonably free from industrial anxieties and some effective relaxation of credit restrictions it is possible that the shortfall of the first three months could largely be offset by better trading in the latter part of the financial year. The Annual General Meeting will be held on 25 February, 1970.

## Self-Changing Gears Limited

MR. T. R. NICOLL, Director and General Manager of Self-Changing Gears Limited, left the Company on 30th September 1969 to take up an appointment as Director and General Manager of Bristol Commercial Vehicles, an associated member of the British Leyland Motor Corporation.

As from the above date responsibility for the management of Self-Changing Gears was transferred to Alvis Limited, Holyhead Road, Coventry. The Directors will be Mr. J. J. Parkes, Mr. G. R. Howell and Mr. R. F. Skidmore, Works Director of Alvis, who will have special responsibility for co-ordination of arrangements between the two companies.



Mr. W. PEREIRA  
Production Control Manager

## New Appointments At Alvis Ltd.



Mr. R. J. E. ANDREWS  
Manufacturing Manager

STAFF changes at Alvis Ltd. have recently been announced by Mr. R. F. Skidmore, Works, Director, and the following appointments have been made.

MR. R. J. E. ANDREWS is appointed Manufacturing Manager.  
MR. W. PEREIRA is appointed Production Control Manager.  
MR. L. W. STEELE is appointed Quality Controller.

The above mentioned will be directly responsible to Mr. R. F. Skidmore and their appointments took effect on Monday 3rd November 1969.

Other appointments also announced are;

MR. D. WILSON appointed Deputy Manufacturing Manager and Machine Shop Superintendent directly responsible to Mr. Skidmore.

MR. I. E. GILES appointed Chief Engineer of Self-Changing Gears Ltd., also responsible to Mr. Skidmore.

MR. H. J. RADFORD appointed Chief Development Engineer (Vehicles) responsible direct to Mr. J. E. Hedges.

MR. F. HALL is appointed Superintendent, Vehicle Experimental Dept.



THE Austin Morris Division of British Leyland was formed almost exactly a year ago. Since then we have carried out a good deal of reorganisation to make the division even more efficient and productive and to use its rich human and material resources still more effectively.

The division substantially consists of the former BMC plants, less Bathgate in Scotland, which has gone to Truck and Bus Division.

The significance of this reorganisation for the national economy can be appreciated when one considers that the Austin Morris Division, apart from being the biggest of British Leyland's operating divisions, responsible for the major proportion of the group's production is in itself the biggest motor manufacturing organisation in Britain—considerably bigger than Ford or Vauxhall.

It has 13 plants employing a total of 60,000 people, including 48,000 on the shop floor and 12,000 staff. Last year it produced 690,874 vehicles out of the group's total output of 1,001,105

Obviously a unit of this magnitude contributes substantially to the success not only of British Leyland, but of the country as a whole and deserves the best management, personnel and methods we can give it.

This is especially so since we are engaged in an expansion to meet the inevitable continued growth of world demand for vehicles. At present we have capacity for the production of nearly 900,000 vehicles a year; we intend to increase that to over a million by 1973-74 and this will involve an expenditure of more than £70m.

By that time we aim to increase our share of the British home market for cars from the present 30 per cent to 35 per cent and at the same time further expand our exports.

We shall do this by offering what I believe will be the finest model range in Britain, based on the findings of market research to establish what the public really wants.

We are planning our production programmes with ever-greater care to ensure that we produce what the market needs, when it wants it. And, to ensure that we have the quality of management—including specialists in computers and other modern business systems—to lead this bigger and more dynamic organisation, we are intensifying our recruitment programme for graduates and our training programme for making the best use of promising young people joining us straight from school or already in our employ.

## THE PLAN

Having sketched our programme in outline, let me now go into more detail about each main facet of the re-organisation plan:

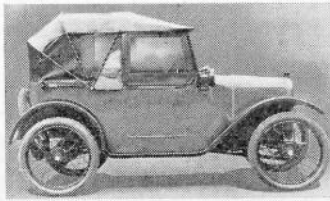
1 Everything depends on a good model range, so we will be continually freshening our range to give the public what it wants and



Mr. G. H. Turnbull  
Managing Director  
Austin Morris



1970 The Austin Maxi



1922 Austin Seven

respond to current trends in taste. At the Motor Show you can see what we have done to further increase the popularity of two of our best-sellers, the Minis and the 1300s. They have a new sophisticated gloss on top of their proven engineering qualities.

At the same time, we are preparing some entirely new models, which will appear over the next few years. We will be having two distinct and different model ranges, one for Austin and one for Morris.

We will be designing cars of both front-drive and conventional layout because the market has shown that it wants both. And in addition there will be the MG range of sports cars.

Our new model plans are pretty well finalised up to 1973 and sketched in for the five years beyond that; so we know where we are going. Harry Webster, our Technical Director, works closely with the Sales Department and this way we make sure the market gets what it wants.

New model policies are discussed fully with all the division's directors. Everyone has his say; no single interest—sales, or production or whatever—is allowed to dominate the rest.

Corporate decisions then taken take account of all points of view. Those decisions are implemented by all concerned—the more so because all have participated in making them.

2. On the sales side there has been a great deal of reorganisation under our Sales Director, Filmer Paradise, to achieve more intensive marketing at home and abroad. We are setting up business management services to advise our distri-

butors and dealers how to run their businesses even more efficiently and make the profits that are the seed-corn for providing even better premises and service to the customer.

We are in fact, supporting our franchise holders as never before, with sales promotional ideas, business-consultancy services and—most of all—a good model range that will enable them to operate successfully.

We are organising our trade network of 400 distributors and 4,000 dealers to ensure that we have the best people in the best premises in the right place. We want our distributors to do much more retailing of cars, as well as wholesaling them out to dealers.

## TRAINING

We have recently bought Studley College, which is to become British Leyland Marketing Training Centre. In the New Year we will start training managers and salesmen from our distributors and dealers in business management techniques, including marketing, sales, service, spare parts and used cars. By the end of the next year 1,000 students will have undergone training there.



Mr. W. H. Davis  
Deputy  
Managing Director  
Austin Morris

3. We are reorganising our manufacturing programming so that, with the aid of computers, we can maintain flexibility in meeting current market trends as well as produce in high volumes. A vast computerisation scheme is being installed to link all our major production units.

Our purchasing function has been rearranged so that, in concert with other divisions of British Leyland, we can bulk-purchase supplies at competitive prices and maintain high quality.

## BEST BRAINS

4. We want the best brains we can get to manage this organisation and provide it with specialised services in the future. The way to the top via apprenticeships, or even from the shop floor, will always be open.

But since many of the bright boys who would formerly have joined us on leaving school are now going to universities with the greater opportunities that now exist to do so, we must catch them when they graduate and attract them into our business. Hence we have recruited 135 graduates this year.

Of these 34 are in sales and marketing, 31 in production and productivity services, 20 in design and general engineering, 17 in management services and the rest in finance and accounting, personnel, product planning and other activities.

These are some of the ways in which we are reshaping the Austin Morris Division to do an even bigger task in the future. Already results are beginning to appear.

This year we have increased our production by more than 15 per cent compared with last year, increased our exports by nearly a quarter—and our home market share by one per cent at a time when the Government's credit squeeze has reduced the total car market by 15 per cent.

We can also draw modest comfort from the fact that the number of vehicles lost through disputes has been 8 per cent lower. Though of course any vehicle lost is one too many and we will not slacken our efforts, in co-operation with the workpeople in our factories, to achieve better labour relations.

I have been impressed since I came to Longbridge by the quality of the people in the division and the excellence of its plant. I am sure that the plans we are making will make better use of both.

FOR the Austin Morris contribution to our 'This is Your Group' series, we thought that we could not do better than reproduce a recent article by the Divisional Managing Director himself, Mr. George Turnbull—who is also, of course, a deputy Managing Director of British Leyland. In the article he gives a resume of the reorganisation of the Division and how it is already beginning to bear fruit.

# Austin Morris Looking Forward

This article appeared in the Motor Show Supplement of the 'Birmingham Post' by whose kind permission it is reproduced.



## NEW APPOINTMENTS

BRITISH LEYLAND announces the appointment of Mr. PAT LOWRY as Director of Industrial Relations to the Corporation. He will take up his appointment on a date to be agreed early in 1970.

Mr. Lowry at present Director of the Engineering Employers' Federation, will be responsible for the immediate examination of British Leyland's labour policies and practices in order to advise the Chairman on the planning, development and implementation of future industrial relations' policies.

British Leyland also announces the appointment of Mr. BARRIE MACKIE to the Board of British Leyland (Austin-Morris) Limited as Director of Personnel. Mr. Mackie's new appointment will embrace his current responsibilities within the division, and in addition will include the direction of a central consultative and advisory service to the Corporation as a whole, giving advice on day-to-day industrial relations and staff problems.

Commenting on the new appointments, Lord Stokes, Chairman of British Leyland said: "In Pat Lowry and Barry Mackie, we have two of the leading and most respected figures in this country in the spheres of industrial relations and personnel management. They will work closely together to improve industrial relations throughout the Corporation, with Mr. Lowry concentrating on the formulation of long term policies and Mr. Mackie advising on the solution of individual problems as they occur."

£1,000,000 WORTH OF AUSTINS FOR THE GREAT UNIVERSAL STORES LTD. — 25,000th VEHICLE DELIVERED

A £1 MILLION order for Austin vehicles has been placed by The Great Universal Stores Ltd., with British Leyland's Austin-Morris Division, for delivery during 1970.

The order was placed by Mr. H. Bowman, Chairman of the Transport Division of The Great Universal Stores Ltd., at a presentation in London of the 25,000th Austin model delivered to the Group over the past 14 years. It was a new Mini Clubman supplied by H. A. Saunders Ltd., part of the Mann Egerton group of companies.

The vehicles ordered for 1970 include Minis, Mini vans, 1100, 1300 and 1800 models.

## GUY INTRODUCE 44 TONS G.T.W. MODEL

ON 24th October 1969 Guy Motors Limited of Wolverhampton announced the introduction of a new three-axle maximum capacity tractor unit.

Guy Motors Limited are constantly studying the future requirements of road transport, and the latest result of their studies is this Guy Big J6T 44 tons G.T.W. tractor unit—designed to haul 40 ft-long semi-trailers capable of carrying container-payloads of up to 30 tons. In anticipation of future legislation, this new Guy is specified with a choice of power outputs (and transmission to match) to suit all probable specifications for road haulage.

## THE AUSTIN 1800 'S'

THE Austin Morris Division of British Leyland announced on 3rd September, 1969, the Austin 1800 'S'—a high performance 100 m.p.h. version of their successful 1800 model designed to meet the requirements of customers who want a proven family saloon but with a higher standard of performance.

## BRITISH LEYLAND FORMS SWISS SUBSIDIARY

At a Press conference in Zurich today, Mr. R. Bergensen, Managing Director of British Leyland Europe announced the formation of a new company, British Leyland Switzerland AG.

The new company will eventually handle importation, distribution and service of all the British Leyland marques and has been formed in association with Emil Frey AG who are at present Austin importers for the German area of Switzerland. Mr. Walter Frey is appointed Managing Director of British Leyland Switzerland.

## JAGUAR ADOPT A THREE MODEL POLICY FOR 1970

THE rationalisation of Jaguar's product range to provide three ranges of cars—medium saloons, large saloons, and a range of sports and GT cars—will be completed with the announcement of Jaguar's programme for 1970. This consists of the medium sized XJ6 saloons, the larger 420G saloons, and the 'E' Type Series 2 roadster, 2 seater coupe and 2+2 coupe.

The 240 saloon—the lowest priced model in the Jaguar range—will be discontinued and, in fact, delivery of the last models has already been effected.

## TRIUMPH DIRECTOR HONOURED IN BELGIUM

IN a ceremony in the ancient Belgian city of Malines, Belgium, the Managing Director of Leyland Triumph, Mr. Bryce Cousens, was created a 'Citoyen d'Honneur' of the city.

Mr. Cousens is only the second person to be accorded this title since the original Charter of the city in 1301.

Mr. Cousens has run the Leyland Triumph factory at Malines since it opened in 1961 during which time annual production has built up from 1,900 units to its current 17,000 units.

He is one of the most distinguished British business figures in Belgium, and was made a Chevalier de l'Ordre de la Couronne by the Belgians in 1962, and was awarded the OBE in the Birthday Honours List in 1966.



Austin Morris Division Longbridge Works

# LAND-ROVER WINS TROPHIES

## FOR BRITISH ARMY CREW

QUEEN'S University (Belfast) Officers' Training Corps entry No. 33, a ¼ ton 4x4 LAND-ROVER crewed by JUO K. Graham, Officer Cadet S. Magill and Officer Cadet L. Rea were winners of the following sections of the Reserve Army Driving Championship held on 17th, 18th and 19th October, 1969:

- Best Individual Vehicle—ROVER TROPHY
- Best Night Navigation Vehicle—FORD TROPHY
- Best REME Team—LUCAS TROPHY
- Best Northern Ireland Team—N.I. TROPHY



THE TEAM

Queen's University (Belfast) Officers' Training Corps

### THE LAND-ROVER CREW

Crew Commander, Ken Graham (Front Row, Extreme Right)  
Driver, Shaun Magill, (Back Row, Extreme Right)  
Co-driver, Lyle Rea, (Back Row, Extreme Left)

The Rally was held over a course of 600 miles and the crew from the Officers Training Corps overcame some of the best Reserve Army rallying crews and walked away with numerous trophies.

The crew Commander was 21-year-old Senior Under Officer Ken Graham from Ormeau Road, Belfast, who has taken part in various Army and civilian rallies including the 1969 Circuit of Ireland and the BAMA 5-star Rally in 1968, which he considered to be his best achievement.

The driver, Shaun Magill, has been in the O.T.C. for 3 years but this was his first major Rally. As a result of his successes he is planning with Ken Graham to run a LAND-ROVER in the University Motor Club Rallies and to possibly go on to compete in the Ulster Automobile Club Rally in 1970.

The co-driver Officer Cadet Lyle Rea, was taking part in his first vehicle Rally. He is also a keen member of the O.T.C. Paragliding Club and hopes to train to be a free-fall parachutist. However, being a member of this highly successful crew has promoted his interests so much that he intends participating in both sports in the future.

The Captain of the O.T.C. Team, Captain W. E. Fallon REME (TAVR) sums up the crews' performance by saying: "I think that in view of the overall limited experience of this crew they are to be congratulated on their outstanding performance which I feel could not have been achieved without the superbly reliable capabilities of the LAND-ROVER, which is an excellent vehicle for Rallying."

# STRONGER CENTRAL STAFF AT BRITISH LEYLAND H.Q.

IT was announced in November that British Leyland had strengthened the central staff at corporate headquarters in Berkeley Square House by a group of new appointments in the spheres of finance, marketing services and economic studies, and organisation and staff relations.

Most senior of the appointments is that of Mr. DAVID ANDREWS as Contoller. Mr. Andrews will be responsible to the Director of Finance and Planning, Mr. JOHN BARBER, for the functions of financial planning, analysis and control throughout the Corporation.

LORD STOKES, Chairman and Managing Director of British Leyland said:

"We have now largely completed the first stage of merging the various constituent companies of British Leyland, and what were eight independent public companies only a few years ago are now running smoothly as operating divisions of the one corporation. It is only 18 months since the official formation of British Leyland and we have taken action on all the major matters requiring urgent attention. We have completed our plans for a new range of products as well as the manufacturing facilities we shall need to make them."

Inevitably during this initial period most of management time has been pre-occupied with short term measures to establish a practical organisation and effective methods of working. Having completed this first stage, we can now devote more attention to policy making, longer term planning and the improvement of operating controls and this is why we are now strengthening the central staff of the Corporation. Our management policy will continue to be one of delegating large areas of authority to the chief executives of divisions, subject to the objectives and controls established by the Board of the Corporation."

# 'TROUBLE SHOOTING' IN THE MOTOR INDUSTRY

## JOINT COUNCIL APPOINTS STANDING SUB-COMMITTEE TO PROMOTE GOOD INDUSTRIAL RELATIONS

A 12-MAN 'trouble shooting' team of motor industry executives and trade union leaders start work this year studying ways in which the number of strikes in the industry can be reduced.

An offshoot of the new Joint Council for the Motor Vehicle Manufacturing Industry, which was formed last year—the 12-man standing sub-committee will inquire, upon invitation, into strained relationships and strikes which are in breach of agreed disputes procedures; it will look into methods of improving procedures; and it will investigate major unconstitutional strikes and will seek means of promoting good industrial relations.

Late last year the Joint Council met for the first time under the chairmanship of Lord Stokes (Employers Chairman) and it was from this meeting that a standing sub-committee emerged. Mr. H. Scanlon (AEFU) is the Council's Union Chairman.

The joint secretaries of the standing sub-committee are Mr.

B. L. Mackie, Director of Personnel, Austin-Morris, and Mr. H. G. Barratt, General Secretary of the Confederation of Shipbuilding and Engineering Unions.

Executives of Vauxhall, Ford, Rootes, Lucas, GKN, the AEFU, T&GWU, NUVB, NUGMW and NUSMWC also serve on the committee.

It is anticipated that the 24-strong Council will meet as required, and not less frequently than quarterly.

The working of the Council and the standing sub-committee will be fully publicised throughout the Motor Industry and supply industries. Jointly agreed information will be circulated throughout British Leyland via works, company and trade union notice boards—and through works newspapers.

### EMPLOYERS

- Lord Stokes—Chairman and Managing Director, B.L.M.C.
- Mr. G. H. Turnbull—Managing Director, Austin-Morris Division
- Mr. B. L. Mackie—Director of Personnel, Austin-Morris Division
- Mr. K. S. F. Corley—Chairman, Joseph Lucas (Industries) Ltd.
- Mr. A. J. Nicol—Deputy Managing Director, Joseph Lucas Ltd.
- Mr. W. B. Batty—Managing Director, Ford Motor Co.
- Mr. R. J. Ramsay—Director of Labour Relations, Ford Motor Co.
- Mr. D. L. Hegland—Managing Director, Vauxhall Motors
- Mr. R. R. Hopkins—Director of Personnel, Vauxhall Motors
- Mr. G. Hunt—Managing Director, Rootes Group
- Mr. M. Rogers—Director of Personnel, Rootes Group
- Mr. R. R. Brookes—Chairman, G.K.N. Ltd.

### UNIONS

- Mr. W. H. Scanlon—Amalgamated Engineering and Foundry Workers' Union
- Mr. H. G. Barratt—Confederation of Shipbuilding and Engineering Unions
- Mr. J. P. Bishop—National Union of General and Municipal Workers
- Mr. F. Briggs—National Society of Metal Mechanics
- Mr. L. W. Buck—National Union of Sheet Metal Workers and Coppersmiths
- Mr. H. G. Chapman—Clerical and Administrative Workers' Union
- Mr. G. H. Doughty—Draughtsmen and Allied Technicians' Association
- Mr. A. M. Evans—Transport and General Workers' Union
- Mr. E. Hadley—Electrical Trades Union
- Mr. P. Hanley—Confederation of Shipbuilding and Engineering Unions
- Mr. A. Roberts—National Union of Vehicle Builders
- Mr. R. H. Ward—Amalgamated Engineering and Foundry Workers' Union

The membership of the sub-committee is as follows:

- |                     |   |
|---------------------|---|
| Mr. B. L. Mackie    | British Leyland   |
| Mr. H. G. Barratt   | (The General Secretary of the Confederation of Shipbuilding and Engineering Unions) |
| Mr. R. R. Hopkins   | Vauxhall  |
| Mr. R. J. Ramsay    | Ford  |
| Mr. M. Rogers       | Rootes  |
| Mr. A. J. Nicol     | Lucas   |
| One to be appointed | G.K.N.  |
| Mr. W. H. Scanlon   | A.E.F.U.  |
| Mr. A. Moss Evans   | T. & G.W.U.   |
| Mr. A. Roberts      | N.U.V.B.  |
| Mr. J. P. Bishop    | N.U.G.M.W.  |
| Mr. L. W. Buck      | N.U.S.M.W.C.  |

## BRITISH LEYLAND EMPLOYEE CAR PURCHASE PLAN INTRODUCTION OF NEW SCHEME

MAXIS, Minis, E-type Jaguars, Rovers and Triumphs, Land-Rovers, etc.—in fact any new car or van derivative manufactured by the Corporation can now be ordered at favourable rates by all British Leyland employees under a new scheme introduced this month.

The purchase of Company used cars, the buying of parts and accessories, and special finance terms, are all matters embraced by an attractive, new deal, employee car purchase plan, effective from 2nd February.

On the basis of one new vehicle a year, employees will purchase Austin-Morris Division cars, direct (through arrangements made at their own factories) and all Triumph, Rover and Jaguar cars will be ordered through distributors nominated by the Corporation. Availability of any vehicle will, of course, depend on supply conditions.

To be eligible for the scheme, employees must be aged 17 and have at least six months' service. Retired employees must have served 10 years or more. No advance payment will be required at present when Austin-Morris vehicles are ordered.

The plan requires that the one new vehicle a year allowed to employees must not be disposed of within 12 months, but it may be used by immediate relatives. Moreover, there is no restriction on the use of any used car an employee may purchase.

These Company used cars—ex-fleet or management vehicles—will be offered at attractive prices on the basis of one a year.

An important part of the plan is the new finance arrangements. The Corporation has secured improved terms under which employees can purchase both new and used cars. All the business being directed to the United Dominions Trust.

U.D.T. have also agreed to finance the sale of employees' cars at preferential rates. The Corporation, however, will not become involved in any way with the sale of employees own cars to third parties.

Under the terms of the plan, distributors have been appointed to handle the sale of parts and accessories for all British Leyland vehicles to employees at favourable terms.

Insurance will also be part of the plan and a single scheme for all British Leyland employees is at present being negotiated.

Details of the plan have already been released and employees of Rover, Alvis and Self-Changing Gears, can obtain further information from the following:

- |                              |                        |
|------------------------------|------------------------|
| Solihull .. .. .             | Secretarial department |
| Acocks Green .. .. .         | Mr. R. C. Holdsworth   |
| Tyseley .. .. .              | Mr. H. Mason           |
| Garrison Street .. .. .      | Mr. F. Alexander       |
| Pengam .. .. .               | Mr. P. Blackmore       |
| Percy Road .. .. .           | Mr. R. F. Haskey       |
| Perry Barr .. .. .           | Mr. H. W. Hayer        |
| Tyburn Road .. .. .          | Mr. F. J. Faller       |
| Seagrave Road .. .. .        | Mr. E. W. Moyes        |
| Coventry (Clay Lane) .. .. . | Mr. Hawkins            |
| Alvis .. .. .                | Mrs. D. Morris         |
| Self-Changing Gears .. .. .  | Mr. J. D. Joy          |

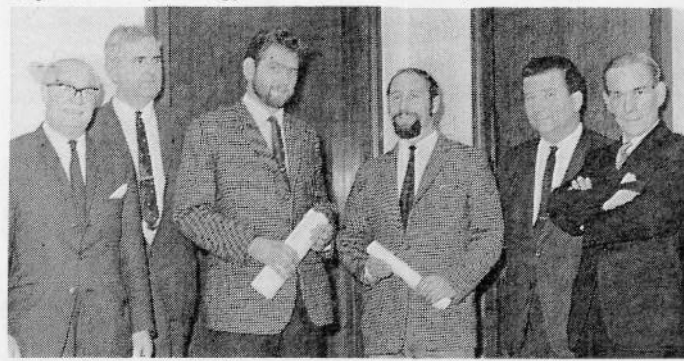
# N.E.B.S.S.

## ROVER SUPERVISORS SUCCESSFULLY COMPLETE COURSE IN SUPERVISORY STUDIES



HAVING successfully completed the course in Supervisory Studies under the National Examinations' Board in Supervisory Studies, Rover employees received their certificates at presentation ceremonies held at Solihull and Acocks Green factories. The presentations were made by Mr. E. G. Bacon (Executive Director, Quality and Reliability) Mr. R. H. Phillips (Executive Director, Production) and Mr. E. Scott (Executive Director, Production, Tyseley Group).

In the picture above Mr. Bacon is seen with nine successful members of the Quality Control Department, whilst the picture below shows two Acocks Green men, John Duddy (i/c Building Maintenance) and Ray Woodall (Planning) with their certificates presented by Mr. Scott.



# WELL SAVED!

## ALVIS SAVINGS GROUP AWARDED COVENTRY TROPHY

FOR obtaining the highest percentage increase in membership during 1968/69, the Alvis Savings Group won the trophy awarded by the Industrial Advisory Committee of the Coventry Savings Committee. During the year the Savings Group also

completed its one million pounds in savings. Our picture, taken at the presentation shows, left to right: Mr. Whysall (Coventry Savings Committee), Mr. G. R. Howell (Director and Chief Accountant, Alvis Limited), Mr.

W. J. Keene (Chairman of Coventry Savings Committee), Mr. R. W. Howes, Mr. J. A. Cox (Chairman of the Industrial Advisory Committee), Mr. J. J. Parkes (Chairman and Managing Director of Alvis Limited).



Mr. R. W. Howes, (Alvis) receives trophy from Mr. J. A. Cox, (Chairman of the Industrial Advisory Committee).

## S.C.G. 'DO' LONDON

A PARTY of 50 members and their families from Self-Changing Gears Ltd., left Coventry on Sunday, 11th January, for a sight-seeing tour of London. A visit to the notorious Petticoat Lane gave some members of the party reason for embarrassment when at least ten of them parted with £5 after some persuasive 'sales talk' by the Petticoat Lane touts. After further sight-seeing in the East End, the party was taken for refreshments to one of

London's oldest riverside inns 'The Prospect of Whitby' which was built in the 1530's. This item was appreciated by the younger members of the party. After leaving here a more modern building was incorporated into the outing when the GPO tower was visited and the party had a much higher look at London.

After tea the party left for the 'Tarry's Motel' on the outskirts of Northampton where a social evening was enjoyed by all.

## SOLIHULL ANGLING A.G.M.

THE Annual General Meeting of the Solihull Angling Section was held on 6th January, 1970 and the following members were elected to represent the section:

Chairman: Mr. D. Kemp  
Vice-Chairman: Mr. L. Hare  
Secretary: Mr. J. Heath  
Asst. Secretary: Mr. R. Harze

Committee Members: Mr. E. Griffin, Mr. S. Troth, Mr. R. Burden, Mr. K. Eaton, Mr. S. Workman, Mr. J. Newey, Mr. M. Clements, Mr. M. Trolan, Mr. F. Haywood, Mr. N. Simpson, Mr. A. Bennett, Mr. F. Butler, Mr. A. Randell.

At the meeting amendments to one or two of the Club rules were made and details of the new Rules will be issued to members as and when they rejoin.

## ROVER'S FIRST YEAR APPRENTICES PROVE THEIR METAL



AN interesting project recently undertaken by apprentices in the first year training school at Tyburn Road has resulted in the production of a half-scale Land-Rover chassis as shown in the picture. The project served as a sheet metal and welding exercise providing experience in some of the problems encountered in the production of the full size version, and also the half-scale model is to play an important part in use for demonstration purposes at Garrison Street works. The apprentices who participated in this project are, left to right: A. Lloyd, J. Humphries, R. Jones, K. James, R. Dunn, J. Else, A. Courtney, L. Pearson, R. Bonus.

## 'JAM-BUSTING' LAND-ROVERS

With acknowledgement to Duncan Murray—Birmingham Post.

LAND-ROVERS in service with Birmingham's Traffic and Communications Department are doing yeoman service in helping to keep traffic moving in the City during bad weather. In the last minute shopping rush at Christmas, Land-Rovers played a vital part in supporting police efforts to prevent traffic chaos and even tackled successfully the towing of buses and a tanker which blocked main roads in the City. Badly parked or broken down vehicles are quickly moved away, usually to the police pound. Each Land-Rover carries hundreds of car keys and if the driver is unable to gain access in the conventional way a tow-rope is produced to do the necessary.

Operating with the Land-Rovers are 20 police motor cyclists who patrol city centre areas and arterial routes to pin-point traffic build-ups. A senior police spokesman said that their 'Jam-busting' plan had been most successful and they were satisfied that their mobile patrols and Land-Rovers prevented traffic chaos as far as possible.

## S.C.G. SOCIAL CLUB ANNUAL DINNER AND DANCE

THE Annual Works Dinner and Dance of Self-Changing Gears Ltd., attended by 290 members and friends, was held on Saturday, 3rd January, at the Hotel Leofric. Guests of Honour at the function were Mr. and Mrs. Skidmore (Alvis). Also present from Alvis were Mr. and Mrs. Howell, Mr. and Mrs. Andrews and Mr. and Mrs. Pereira. Mr. S. Parker, Chairman of the S.C.G. Social Club welcomed the guests on behalf of the Club, and spoke of the hope that, through the integration of the two companies, there would be a closer liaison with the Social Club of the Alvis Company in the near future.

## GOOD SUGGESTION



MR. R. SQUIRES and his colleagues of the Front Suspension Assembly section at Pengam, put forward a suggestion which won for them an award of

£25. In the picture, Mr. Squires is seen receiving the award from Mr. J. T. Evans, Production Manager, Cardiff. Also in the group are Mr. Eccles and Mr. Addiscott.

## GETTING MARRIED



MR. JAMES PARRY (Pengam).

ALL smiles for his forthcoming wedding, Mr. James Parry, Foreman, Service Parts Inspection, (right in picture) is seen receiving wedding gifts from his friends and colleagues, presented to him by Mr. C. Skermer, Senior Foreman Service Parts Inspection, Pengam. Mr. Parry has been employed at Pengam for the last 8 years.

## HOLDER OF RON PEARSON SNOOKER TROPHY WINS AGAIN AT SOLIHULL

THIS was staged just before the Christmas holiday and was won by last year's winner Mr. F. B. Harris (P5 3½-litre cars) playing against Mr. H. Baird (Tyre Stores). It was the snooker positional play of Mr. Harris which enabled him to carry off the honours again by 3 frames to nil.

The losing semi-finalists who

also played well were Mr. R. Hutson (Jig Shop) and Mr. R. Checkley (Saw Mill). The highest break prize was won by Mr. R. Markham (P5 3½-litre car track).

The cup and prizes were presented by Mr. R. L. Richter who paid compliment to the standard of snooker shown in the competition.

## FOR 25 YEARS SERVICE AT ALVIS

CHAIRMAN PRESENTS CERTIFICATES



RECEIVING THEIR CERTIFICATES

Left to right: Mr. J. J. Parkes, chairman, Mr. Alexander S. Cranston (Fighting Vehicle Assembly Shop), Mr. Maurice V. Short (No. 1 M/C Shop).

## MOVING HOUSE



MR. M. H. NEWSON (Seagrave Rd.)

ON 31st October, 1969, a farewell ceremony took place at Rover, Seagrave Road, when Mr. Maurice H. (Len) Newson, shop foreman, left the Company after 22 years' service as he is moving to live at Bournemouth. Mr. L. C. Munn (Works Manager) presented him with an engraved gas lighter and a cheque subscribed for by his friends and colleagues. In the picture Mr. Newson is centre rear of the group of workshop personnel.

## EMIGRATING



Mr. RAY MILLER (Pengam)

SEEKING a new life in Australia, Mr. Ray Miller says farewell to his friends and colleagues at Pengam. Ray is emigrating to Melbourne after being employed at Rover for nearly six years. In the picture he is seen receiving gifts from wellwishers, presented by Mr. Philip Thomas, (Assembly Senior Foreman).



Mrs. K. BUNTING (Alvis)

**S**TARTING at Alvis as a temp. for three years, Mrs. K. Bunting became Canteen Supervisor and stayed for 23 years. At the end of November, 1969, Kath retired and will be missed by her many friends throughout the Alvis factory. In the picture she is seen receiving gifts and a bouquet from her friends, presented to her by Mr. S. Hall, Canteen Manager.



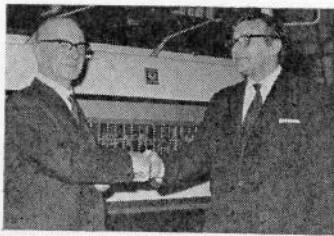
Mr. ROBERT WATTS (Solihull)

**N**OVEMBER 14th, 1969, was retirement day for Mr. Robert Watts (Stage 2, Part I—P6) and in the picture he is seen (holding tankard) being presented with farewell gifts by Mr. Batman (Senior Foreman) on behalf of friends and colleagues. Mr. Watts joined Rover at Acocks Green factory in 1938, was away six years on Military Service and returned to Acocks Green after the War. Transferred to Solihull in 1958, on P4, then on P5 and was one of the first employees to be engaged on P6.

**A** RETIREMENT presentation was made on 31st December, 1969, to Mr. Frank Jamieson at Leyland Gas Turbines Ltd., Solihull, on completion of 12 years' service with the Company. The presentation was made by Mr. R. N. Penny, General Manager of Leyland Gas Turbines and Director of Rover Gas Turbines Ltd.

Since Mr. Jamieson joined the Company in 1957 he has been actively connected with gas turbines in both the development and production stages, being appointed Chief Inspector of

Mr. FRANK JAMIESON (Solihull)



Rover Gas Turbines Ltd., in 1966. Before joining the Rover Company, Mr. Jamieson worked for the Air Ministry and later joined Armstrong Siddeley on inspection, also involved with gas turbine development.

Among Mr. Jamieson's most recent activities has been the implementation of quality control procedures where they affect B.O.F. supplies for the Rover Company.

Best wishes were extended to Frank by his many friends and colleagues at Rover, Alvis and Leyland Gas Turbines.



Mr. D. A. OSWALD (Solihull)

**A**FTER 17 years' Rover service, Mr. David Alexander Oswald retired on 23rd December, 1969. Mr. Oswald was employed at Solihull as a Conveyor Hand, Land-Rover Paint Shop. In the picture taken at a farewell ceremony Mr. Oswald (right centre) is seen with his colleagues receiving a gift from Mr. R. H. Phillips (Executive Director, Production) on their behalf.

## 'Shadow' Team at Acocks Green

**A**T Acocks Green factory on Friday 28th November 1969, a large gathering of friends and colleagues attended the presentation ceremony for the retirement of Ted Lyons and George Elkington. Each had seen over 30 years' service with the Company and had been actively engaged at Acocks Green throughout the days when, as a 'shadow' factory, it was managed by the Rover Company on behalf of the Government. A number of the original 'shadow team' attended the farewell ceremony, including Major Thomas, Mr. J. Walton, Mr. W. Ethell and Mr. H. J. Stevens, all now retired, and in the picture below they are seen with Mr. and Mrs. Lyons, Mr. and Mrs. Elkington, Miss A. R. Crease, Mr. A. B. Smith, Mr. B. G. L. Jackman and Mr. E. Scott. In his presentation speech Mr. A. B. Smith, Managing Director and a member of the 'shadow team' paid tribute to the work of Mr. Elkington and Mr. Lyons and recalled the 'shadow' days with some humour.



A jovial presentation to TED LYONS



GEORGE ELKINGTON accepts album of memories from Mr. A. B. Smith.



Mr. and Mrs. Lyons (left) and Mr. and Mrs. Elkington (right) with Mr. A. B. Smith and some members of the 'shadow team'.

## OUR BEST WISHES FOR A LONG AND HAPPY RETIREMENT

### PIDGON

Mr. William Pidgon on 2nd January 1970. He was employed as a Millwright at Perry Barr. (17 years' service).

### GOODWIN

Mr. James Goodwin on 24th December 1969. He was employed in the Tool and Methods Dept., Alvis. (17 years' service).

### RIDLEY

Mr. Joseph Ridley on 1st January 1970. He was employed in the M/C Labs. Dept., Alvis. (20 years' service).

### WATTS

Mr. Herbert Watts on 1st January 1970. He was employed in the A/Stores, Alvis. (12 years' service).

### McMENAMIN

Mr. P. McMEnamin on 1st January 1970. He was employed in the M/C Shop Alvis. (18 years' service).

### CARSON

Mr. James Carson on 2nd January 1970. He was employed in the Inspection Dept. Alvis. (15 years' service).

### SPENCER

Mr. Archibald Spencer on 2nd January 1970. He was employed in Ratefixing Dept. Alvis. (16 years' service).

### RICHMAN

In December, 1969, Mrs. Elizabeth Richman retired due to ill-health. She was employed as a Spot Welder at Garrison Street. (14 years' service).

### WOODWARD

Mrs. Gerda Woodward on 2nd January, 1970. She was employed in Technical Service, Solihull. (18 years' broken service).

### HOMER

Mr. George Homer on 19th September, 1969. He was employed as an inspector at Tyburn Road. (11 years' service).

### HICKS

Mr. George Arthur Hicks on 6th November, 1969. He was employed as a stores assistant at Solihull. (15 years' service).

### HANKINSON

Mr. Henry Hope Hankinson on 14th November, 1969. He was employed in the Buying Dept., Solihull. (15 years' service).

### DAVIS

Mr. Cyril John Davis on 30th November, 1969. He was employed in the Planning Dept., Acocks Green. (12 years' service).

### MILLS

Mr. Cyril L. Mills, on 28th November, 1969. He was employed in the Inspection Dept., Acocks Green. (15 years' service).

### MILLER

Mr. Ernest S. Miller on 28th November, 1969. He was employed in Inspection Dept., Percy Road. (23 years' broken service).

### DAVIES

Mrs. Violet Davies on 20th November, 1969. She was employed as an Operator at Perry Barr. (15 years' service).

### HEMMINGS

Mr. T. Hemmings on 27th November, 1969. He was employed in the Stores, Alvis. (17 years' service).

### HEWITT

Mr. F. C. Hewitt on 27th November, 1969. He was employed in the Fighting Vehicle Dept., Alvis. (37 years' service).

### CUTLER

Mr. Clifford Cutler on 28th November, 1969. He was employed as a Labourer at Tyseley. (6 years' service).



Mr. CHARLES GIBBONS (Percy Road)

**A**FTER a total of 20 years' service with Rover, Mr. Charles Gibbons retired on 28th August, 1969. He was employed as a skilled fitter on Gearbox Assembly at Percy Road factory. Our photograph shows presentation of a gold watch being made by Mr. W. Willetts, Foreman, Gearbox Assembly, on behalf of friends and colleagues at Percy Road.



Mr. J. H. BATES (Tyseley)

**A**FTER 25 years' service with the Company, Mr. John Hadden Bates retired on 2nd January, 1970. Mr. Bates was transferred from Acocks Green factory in June, 1962, and has since been employed as a machinist at Tyseley. In the picture Mr. F. Hill (Machine Shop Superintendent) (left) is seen presenting Mr. Bates with a travelling case and cigarette lighter on behalf of his workmates.

**NEWS FROM ALL FACTORIES IS WELCOMED BY THE EDITOR**



Mr. D. McKENZIE (Pengam)

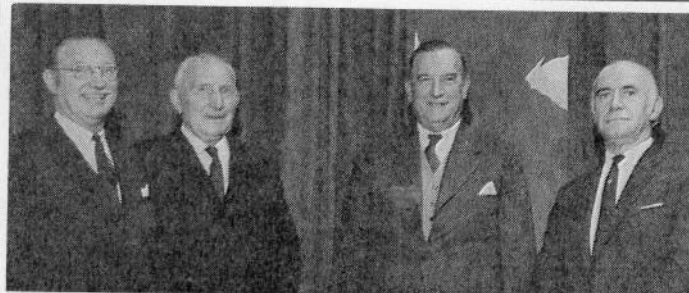
**R**ETIRING after 5 years' service with the Rover Company at Cardiff, Mr. D. McKenzie said farewell to his friends and colleagues at a retirement party held on 14th November, 1969. In the picture, Mr. J. Walsh (Toolroom Superintendent) and Mr. John Cooper (Production Services Manager) presenting Mr. McKenzie with gifts from wellwishers.

## FORTY YEARS SERVICE AT SEAGRAVE ROAD



Mr. TOM KIRBY (Solihull)

**A**FTER 24 years' service with the Rover Company, Mr. Tom Kirby (Service Repairs Dept.) retired on Thursday, 13th November, 1969. In the picture Mr. Kirby is seen receiving a gift from his friends and colleagues, presented to him by Mr. T. Barney, service repairs Manager.



Mr. JOHN W. E. GUEST (Seagrave Rd.)

**F**ORTY years' service at Rover, Seagrave Road, is the record of Mr. John W. E. (Jack) Guest who retired on 21st October, 1969. Joining the Company in 1929 as a tester, he subsequently became foreman tester, then workshop foreman and from 1953 was Export Receptionist. Mr. Guest was presented with a cheque—subscribed for by his friends and colleagues—by Mr. L. C. Munn (Works Manager). In the picture (left to right) Mr. L. C. Munn, Mr. W. C. Mason (ex-General Manager, retired), Mr. J. Guest and Mr. H. G. Cornish (General Manager).

## Welcome! SELF-CHANGING GEARS LTD.

**T**HIS issue of Rover and Alvis News is being received for the first time by all employees of Self-Changing Gears Ltd., of Coventry. We extend a cordial Welcome to these new readers and look forward to their active participation in future issues of the "News."

**SPORTS AND SOCIAL NEWS FROM THE FACTORIES**

**INTER-DEPARTMENTAL RIVALRY AT ALVIS**

**G**REAT interest was shown by employees at Alvis in the inter-departmental competitions run during 1969 and some 700 members of the Social Club took part. Honours worked out pretty evenly between works and office personnel—three competitions being won by the works and three by the staff. Quality Control Department put up a good show in winning the Darts competition—a meritorious performance bearing in mind that out of a staff of only 12 they found seven good darts players.

**THE WINNERS**

FOOTBALL ..	STAFF
CRICKET ..	V8
DARTS ..	QUALITY CONTROL
DOMINOES ..	ACCOUNTS
SNOOKER ..	GAS TURBINE
ANGLING ..	No. 1 M/C SHOP 'C'

**A**FTER several attempts over the past years at forming a soccer side at Cardiff, success finally came during the 1968/69 season. With the official formation of the Social and Athletic Club, a soccer team was again entered in the local league. The first three games produced negative results for the team which consisted mainly of Rover apprentices. At this point, Mr. Karl Davies, Secretary, decided that this side was not going to follow the path of previous teams. Training sessions were introduced one or two experienced players were engaged and results became very encouraging. The next eight games produced all wins and the team did in fact drop only three points throughout the rest of the season. The final game of the season proved to be the decider for the Division Championship and after a tense exciting match the Rover team ran out winners by six goals to five. To honour this achievement, Mr. John Charles, ex-Cardiff and Welsh International, presented the Challenge Cup to the team captain, Johnny Miller and 'Player of the Year' trophy to Bob Hill.

**SOCCER REVIVAL AT CARDIFF**



Left to right (back row): A. Eccles, J. Gondos, K. O'Halloran, J. Went, K. B. Davies (Sec.), Sam Clark, P. Oregan, B. Nichols, C. James, H. Symonds, J. Williams.  
Front Row: A. Lock (Treas.), D. Davies, D. Jones, Bob Hill, J. Miller (capt.), G. Davies, B. Rickards.

**£23 FOR HAY MILLS YOUTH CLUB**

**I**N the absence of Mr. T. Snook through 'flu, the annual raffle was run by his colleagues in the Accounts Department, Solihull, to whom he passes a very big vote of thanks for their help. 1st PRIZE: Christmas Cake, was won by Mrs. SHEILA SUMPTER (Rover Sick Benefit Section). 2nd PRIZE: Crinoline Lady Cake was won by Mrs. M. HAYWARD (Canteen). 3rd PRIZE: 2 lb. Box Chocolates was won by Mrs. DOREEN WHITEHOUSE (Stationery Dept.). 4th PRIZE: 2 lb. Box Chocolates was won by Mrs. NANCY HAWKINS (Comptometers). The magnificent sum of £23 6s. 6d. was raised, and this should see another Table Tennis Table added to the club's equipment.

**ALVIS RETIRED ANNUAL DINNER**

**T**HE 6th Annual Dinner of the Alvis Retired Employees' Association was held at the Alvis Canteen, Holyhead Road, on Thursday, 4th December, 1969, and 282 retired members and their wives attended. Mr. G. R. Howell, Director and Chief Accountant, proposed the toast to the Association, and in his response Mr. R. Thompson, Chairman, commented on the growth and activities of the Association during the past year, mentioning that the summer outing for 1970 had been fixed for Blackpool. The whole evening was most enjoyable and the committee responsible for organising the event, included Mr. R. Thompson (Chairman), Mr. J. A. Walker (Vice-Chairman), Mr. J. Clark, Mr. C. Doyle, Mr. F. Pritchard, Mr. D. O'Brien, Mr. N. Warner and Mr. R. Howes (Secretary-Treasurer).

**SOLIHULL WEDDING**

**A**T St. Cyprians Church, Hay Mills, Birmingham, on Saturday, 25th October, 1969, the wedding took place between Mr. David Kidman and Miss Pat Moody. Pat is Assistant Supervisor Telex Dept., Solihull.



**GREAT RECORD FOR ALVIS CRICKETER**

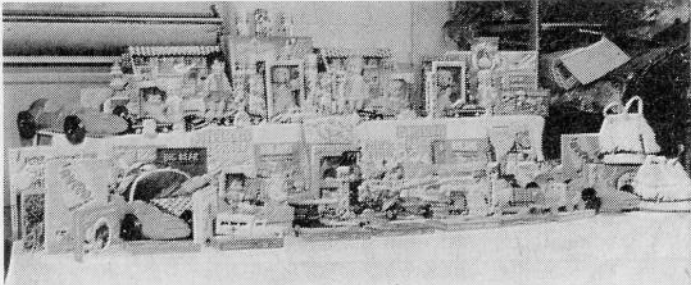
**M**R. TREVOR BROWN, Captain of the Alvis Cricket Team had a great season last year. In the games he was 'not out' twice and scored 852 runs for an average of 60.86. During the season he scored four centuries—on 7th June versus Brico 102, on 28th June versus Attleboro 103, on 12th July versus Fords 123 and on 6th September versus Nuneaton Co-op 102 not out. In recognition of his outstanding performance Trevor was presented with a trophy by Mr. R. W. Howes, Chairman of the Alvis Sports and Social Club, and our picture shows the presentation being made.

**A MOST IMPROVED FIRST YEAR APPRENTICE**



**M**R. M. J. OLLER, a first year Rover apprentice proudly displays the Instructors' Trophy awarded to him for being the most improved First Year apprentice for 1969.

**XMAS JOY FROM GARRISON ST.**



**A**NOTHER splendid effort by Garrison Street employees resulted in the sum of £27 being collected to buy Christmas presents for 39 sick children at the Wilson Stuart School, Erdington. As can be seen in the display above, there was much to bring happiness to the children on Christmas Day.

**SOLIHULL CRICKET PARTY**

**T**HE Rover Solihull Cricket Club held their Annual Dinner Dance and Presentation Party at the Matador Restaurant on 28th November, 1969. Among the guests was Mr. K. (Billy) Ibadulla, the notable Warwickshire C.C. all-rounder. Both the 1st and 2nd XI's maintained steady positions in their Leagues and an outstanding feature of the season's play was the success of Rover's batsmen and bowlers who took the individual awards in both Leagues. Award winners for the 1969 season were;

- FIRST XI**  
Batting—Skip Jones, Land-Rover Assembly.  
Bowling—Dave Sollis, Specification Dept.
- SECOND XI**  
Batting—John King, Vehicle Progress.  
Bowling—Jim Catley, P6.



At the Rover Solihull Cricket Club Annual Dinner. Left to right: Mr. K. (Billy) Ibadulla, Warwickshire C.C., Mr. R. H. Phillips, Executive Director, Production (President), Mr. A. Revill, Match Secretary.

**'ROVER MEMORIES'**

by Richard Hough and Michael Frostick. Published by Geo. Allen and Unwin Ltd.

**O**RIGINALLY published in 1966 and priced at 30/- per copy, a limited number of the book Rover Memories is being offered to Rover employees at a special low price whilst the stock lasts. The books can be obtained from Mr. P. G. Davis, Publicity Literature Despatch Dept., at Solihull, for 10/- per copy by personal application or 12/6d. by postal application. Cheques and postal orders should be made payable to 'The Rover Company Limited' and crossed.

Rover Memories was reviewed by Mr. H. B. Light in the January, 1967, issue of Rover News.



**ROVER AND ALVIS NEWS**

A BRITISH LEYLAND NEWSPAPER

**PERSONAL NEWS**

**DEATHS**

We record with regret the following deaths, and offer our sympathy to relatives ...

- VEASEY**  
Mr. H. G. Veasey on 18th September, 1969. He was employed in Aero D.O. Alvis. (37 years' service).
- JONES**  
Mr. William Alfred Jones on 13th November, 1969, aged 69. He was employed in Chassis Erection, Solihull until his retirement in April, 1967.
- HIBBERT**  
Mr. James Stuart Hibbert on 18th November, 1969, aged 58. He was employed in the Planning Department, Acocks Green. (32 years' service).
- HENSHELL**  
Mr. Charles Frederick Henshall on 18th November, 1969, aged 60. He was employed in Land-Rover Assembly, Solihull until his retirement on 18th April, 1969, after 16 years' service.
- BEACH**  
Miss A. Beach on 25th November, 1969, aged 68. She was employed in the L.R. Trim Shop, Garrison Street. (22 months' service).
- EVANS**  
Mr. Francis John Evans on 13th November, 1969, aged 61. He was employed as a Toolsetter at Tyseley. (38 years' service).
- NEVITT**  
Mr. Samuel Nevitt on 16th November, 1969, aged 74. He was employed in the Machine Shop, Ryland Road until his retirement in September, 1966, after 46 years' service.
- RAMSAY**  
Mr. James Carnie Ramsay on 26th November, 1969, aged 68. He was employed in the Buying Dept., Solihull until his retirement in July, 1967 after 27 years' broken service.
- PICKETT**  
Mr. Edward Charles Pickett on 2nd December, 1969, aged 63. He was employed as a labourer, Solihull. (15 years' service).
- PANTON**  
Mr. Harry Panton on 2nd December, 1969, aged 79. He was employed in Car Repair Dept., at Seagrave Road, London, until his retirement in August, 1963, after 33 years' service.
- BIRTHS**
- DAVIES**  
To John and Brenda Davies, a son (Christopher John) on 23rd August, 1969. Mr. Davies is a Forklift Driver in the Parts Department, Pengam.
- DEAN**  
To Ken and Margaret Dean, a daughter (Susan Margaret) on 29th October, 1969. Mr. Dean is a Forklift Driver in the Parts Department, Pengam.
- HILL**  
To Graham and Gaynor Hill, a daughter (Kirstie) on 30th October, 1969. Mr. Hill is employed on the Cartoning Section, Parts Department, Pengam.
- MILLER**  
To Mr. and Mrs. A. C. Miller, a son (Daren Wayne) on 29th November, 1969. Mr. Miller is employed in Group 21, Tyseley.
- MARRIAGES**
- DAY—McCARTHY**  
On Saturday, 30th August, 1969, at the Cardiff Registry Office, Mr. A. J. Day to Mrs. B. McCarthy. Mr. Day has worked in Pengam Packing Department for 7 years, and Mrs. McCarthy in Checking Department for 3 years.
- PARRY—HANNAWAY**  
On Monday, 20th October, 1969, at the Cardiff Registry Office, Mr. J. H. Parry to Miss J. Hannaway. Mr. Parry has worked in Pengam, as a Foreman, Service Parts Inspection, and Miss Hannaway is employed as a Secretary for the National Coal Board.

**SOLIHULL ANGLING**

First ten results of Fur and Feather contest fished at Symonds Yat Saturday, 22nd November, 1969;

	lbs	oz	dr
1 R. Harze ..	11	7	8
2 S. Troth ..	11	6	4
3 C. King ..	8	11	10
4 S. Workman ..	8	8	6
5 K. Eaton ..	7	12	0
6 J. Heath ..	6	5	8
7 J. Collister ..	5	12	0
8 I. Lemon ..	5	10	12
9 S. Jeffs ..	5	4	0
10 A. Newey ..	5	4	0
Total weight ..	76	9	0

**NEWS**

News items for proposed publication should be sent to:

**MR. H. B. LIGHT**  
**ROVER AND ALVIS NEWS,**  
**THE ROVER COMPANY LTD.,**  
Woodcock Lane North,  
Acocks Green,  
Birmingham, 27.

**RUBY WEDDING**

**ANDREWS**  
Congratulations to Mr. and Mrs. T. Andrews who celebrated their 40th Wedding Anniversary on 21st December, 1969. Mr. Andrews is employed in the toolroom at Perry Barr.